

What is it?

An information booklet delivers relevant information on a topic for a given target audience, presented in a style that is easy to understand and visually engaging.

Consider the audience for the booklet when choosing the design, layout, and content.

Content

The format of an information booklet can vary, however, there are common elements, including:

A front cover

The cover design should be simple yet attractive and relevant for the intended audience (e.g. ACAP Student Counsellors). Keep titles succinct and focused and the graphics in the background eye-catching, yet relevant

A table of contents

This is recommended, but not necessary. It is useful for those who are searching for specific information in the booklet, but not necessary if the booklet has very few sections that are clearly organised

An introduction

Why are you writing the information booklet? This section confirms the relevance of the booklet for the audience. This would be the appropriate place to give background information on your topic, define the issue and give an overview of the booklet content

Sections arranged by topic

The content of these sections will be determined by your assessment details and your thorough review of the relevant literature. Each section should contain one broad topic. As this is an assignment, you are expected to demonstrate analysis and evaluation of your sources and cite appropriately according to APA requirements.

FAQs

This section is optional. You may wish to include this as a list of questions and answers to provide additional information for the targeted audience.

Contact details/Further resources

Where should people go for further information?

Style

- The language is clear, precise and concise.
- Text needs to be easy to navigate with the help of headings and subheadings, text boxes and colour. Sections should flow logically so that your audience can locate information easily.
- Your audience will determine the formality of your writing - style may be less formal for a lay audience, more formal for professional peers.
- Include references to add credibility and acknowledge your sources
- Use diagrams, images and tables that enhance your content: information, not decoration

Structure

Generally, Information Booklets have the following formatting. Always check your assessment information and class space in case of further instructions:

- **Program:** MSWord
- **Paper size:** A4
- **Pages:** Four or more, plus references.
- **Cover Sheet:** Ensure the booklet has an ACAP coversheet including your name and student number BEFORE your title page.
- **Orientation:** Portrait or Landscape, depending on which you feel works best for your information and audience. Your class space may have a template available to help with this.
- **Font:** Times New Roman is to be used throughout. Headings may use a larger font size. Colour and alignment may be varied as appropriate for increased visual impact.
- **Reference list:** Include a standard, APA7-formatted reference list on the final page in Times New Roman 12pt.

Tips

- **Search for examples of factsheets** for layout and content inspiration.

Sample Factsheets

- [Mental Health Information for Family and Carers](#)
- [Sleep Information Booklet](#)
- [Choose Health: Be Active Guide](#)
- [Anxiety Information Booklet](#)
- [Anglicare Victoria](#)
- [BeyondBlue - Anxiety and Depression](#)

- For **tips on using text boxes and manipulating images**, watch the SLS Perfect Poster Presentations webinar recording here: <https://sls.navitas-professional.edu.au/perfect-poster-presentations>
- Remember that **images need to be referenced too**, unless they state, 'no attribution required'. More information here: <https://apastyle.apa.org/style-grammar-guidelines/references/examples/clip-art-references>
- You can **use the websites below** for high quality attribution-free images
 - <https://unsplash.com/>
 - <https://pixabay.com/>
- **Organise and align** your content with columns, sections, headings, and blocks of text. White space is important to increase visual appeal and readability (this is the "empty" space between sections)

- **Format headings and subheadings** consistently. This helps structure your information visually. Make sure the sections flow logically and smoothly and guide readers from one section to the next.
- **Write concisely and include clear topic sentences.** This will guarantee maximum understanding when reading your booklet.
- **Use bullet points, lists, tables and graphs** to increase clarity and quantity of the information.
- **Avoid jagged edges.** Left-justify text within text boxes or fully justify blocks of text.

Information Booklet Checklist

- I have tailored my booklet to a particular audience
- I have included a mix of text, images and graphs
- I have included in-text references for all facts, paraphrased ideas and images (if attribution required) taken from other sources
- I have proofread for grammar, spelling and checked formatting
- My reference entries follow APA style
- I have [checked my Turnitin report](#) and reworked any issues
- I have covered all the content requirements listed in the assessment information